



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Bullock, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	75.6%	Population	11,241	10,843
Modest Income Homes	14.8%	Households	3,917	3,801
Rooted Rural	9.6%	Families	2,650	2,542
		Median Age	36.1	37.1
		Median Household Income	\$23,531	\$25,252

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	36	\$959.46	\$3,758,207
Men's	35	\$174.34	\$682,876
Women's	33	\$311.55	\$1,220,336
Children's	44	\$182.12	\$713,357
Footwear	31	\$151.26	\$592,470
Watches & Jewelry	40	\$89.03	\$348,719
Apparel Products and Services <sup>1</sup>	40	\$51.17	\$200,449
<b>Computer</b>			
Computers and Hardware for Home Use	39	\$82.48	\$323,071
Software and Accessories for Home Use	35	\$10.23	\$40,080
<b>Entertainment &amp; Recreation</b>	48	\$1,777.98	\$6,964,343
<b>Fees and Admissions</b>	33	\$202.13	\$791,760
Membership Fees for Clubs <sup>2</sup>	36	\$59.22	\$231,983
Fees for Participant Sports, excl. Trips	31	\$34.89	\$136,679
Admission to Movie/Theatre/Opera/Ballet	32	\$47.51	\$186,111
Admission to Sporting Events, excl. Trips	35	\$21.49	\$84,157
Fees for Recreational Lessons	30	\$38.74	\$151,757
Dating Services	46	\$0.27	\$1,073
<b>TV/Video/Sound Equipment</b>	45	\$648.24	\$2,539,140
Community Antenna or Cable TV	51	\$373.31	\$1,462,249
Televisions	38	\$111.60	\$437,120
VCRs, Video Cameras, and DVD Players	46	\$15.47	\$60,577
Video Cassettes and DVDs	44	\$29.06	\$113,820
Video Game Hardware and Software	43	\$15.39	\$60,285
Satellite Dishes	58	\$0.64	\$2,508
Rental of Video Cassettes and DVDs	44	\$22.35	\$87,552
Streaming/Downloaded Video	27	\$0.22	\$853
Sound Equipment <sup>3</sup>	37	\$77.67	\$304,216
Rental and Repair of TV/Radio/Sound Equipment	44	\$2.54	\$9,960
Pets	58	\$258.14	\$1,011,148
Toys and Games	48	\$71.39	\$279,627
Recreational Vehicles and Fees <sup>4</sup>	73	\$319.47	\$1,251,360
Sports/Recreation/Exercise Equipment <sup>5</sup>	45	\$97.30	\$381,133
Photo Equipment and Supplies <sup>6</sup>	46	\$58.54	\$229,282
Reading <sup>7</sup>	43	\$122.77	\$480,893
<b>Food</b>	47	\$3,874.16	\$15,175,103
<b>Food at Home</b>	48	\$2,350.52	\$9,206,997
Bakery and Cereal Products	49	\$328.47	\$1,286,600
Meat, Poultry, Fish, and Eggs	49	\$602.45	\$2,359,798
Dairy Products	48	\$269.17	\$1,054,358
Fruit and Vegetables	44	\$361.84	\$1,417,343
Snacks and Other Food at Home <sup>8</sup>	49	\$788.59	\$3,088,898
<b>Food Away from Home</b>	44	\$1,523.64	\$5,968,106
Alcoholic Beverages	36	\$216.44	\$847,789
Nonalcoholic Beverages at Home	52	\$228.69	\$895,785



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<b>Financial</b>			
Investments	25	\$256.29	\$1,003,872
Vehicle Loans	56	\$3,218.08	\$12,605,226
<b>Health</b>			
Nonprescription Drugs	60	\$68.17	\$267,018
Prescription Drugs	61	\$343.87	\$1,346,958
Eyeglasses and Contact Lenses	51	\$39.37	\$154,231
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	38	\$3,439.98	\$13,474,406
Maintenance and Remodeling Services	37	\$767.75	\$3,007,294
Maintenance and Remodeling Materials <sup>10</sup>	60	\$251.09	\$983,529
Utilities, Fuel, and Public Services	52	\$2,392.37	\$9,370,927
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	42	\$59.19	\$231,864
Furniture	37	\$240.83	\$943,350
Floor Coverings	39	\$37.33	\$146,221
Major Appliances <sup>12</sup>	50	\$152.07	\$595,664
Housewares <sup>13</sup>	40	\$37.70	\$147,652
Small Appliances	49	\$17.14	\$67,142
Luggage	33	\$3.27	\$12,817
Telephones and Accessories	38	\$16.38	\$64,144
<b>Household Operations</b>			
Child Care	34	\$138.50	\$542,508
Lawn and Garden <sup>14</sup>	51	\$216.76	\$849,047
Moving/Storage/Freight Express	41	\$21.35	\$83,611
Housekeeping Supplies <sup>15</sup>	50	\$385.33	\$1,509,321
<b>Insurance</b>			
Owners and Renters Insurance	54	\$264.10	\$1,034,476
Vehicle Insurance	49	\$685.76	\$2,686,107
Life/Other Insurance	52	\$298.79	\$1,170,359
Health Insurance	53	\$1,082.95	\$4,241,932
Personal Care Products <sup>16</sup>	46	\$200.20	\$784,196
School Books and Supplies <sup>17</sup>	37	\$43.86	\$171,798
Smoking Products	64	\$288.11	\$1,128,532
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	52	\$2,679.91	\$10,497,191
Gasoline and Motor Oil	56	\$1,421.47	\$5,567,915
Vehicle Maintenance and Repairs	47	\$467.65	\$1,831,796
<b>Travel</b>			
Airline Fares	31	\$130.02	\$509,291
Lodging on Trips	40	\$169.03	\$662,076
Auto/Truck/Van Rental on Trips	29	\$11.19	\$43,831
Food and Drink on Trips	40	\$189.29	\$741,442

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.